

**ABSTRACT OF THE DISCLOSURE**

5           The active media content access system includes a remote control having an  
electronic system that monitors the date, time, current device, and current channel that  
a user is currently watching. When the user depresses a selection button during a  
television event they are interested in receiving more information about, the electronic  
system immediately logs the event data such as current date, current time, current  
10   device and current channel for later uploading to a control station. When the user is  
finished watching television, they then can connect the electronic system to the Internet  
and upload the logged event data to the control station which matches the uploaded  
event data with previously known television programming information received from  
programming stations to allow for determination of the television event the user was  
15   watching when the selection button was depressed. The control station also determines  
what available information to the send to the user such as e-mail, websites, printed  
materials, software offers and other information related to the television event the user  
is interested in receiving additional information about.